C8920-2

- Atlantic Show jackpot: A complete
- Dereg foes challenge industry bill
- SportsChannel, Wash. Post buy Philly
- Nashville Network tunes up program

CableVision

The news and features weekly of the cable television industry November 14, 1983 $3.0

Informing
Entertaining
Service

PLUS Reps: Cable's go-betweens

CableVision November 14, 1983. Volume 9, Number 11

Between the lines/5
CableScope/11
Newswire/12
Update/15
Leading the week/17
Programming/26
Marketing/34
CableVision Plus/35
Business/59
Government & law/70
People/72
Events/74
From Washington/76
Classifieds/79
Advertisers' index/82
Cable stats/86
Parting words/90

TITSCH COMMUNICATIONS, INC.: *President*, Robert Titsch; *Executive Vice President*, Paul Fitz-Patrick; *Vice President, Editorial*, Patrick Gushman; *Chief Financial Officer*, Michael Borer; *Director of Operations*, Joyce Hemmen; **EDITORIAL OFFICES: New York**: *Editor*, Jay Rubin; *News and Features Editor*, Victor Livingston; *Associate Editors*, Cecilia Capuzzi, Sally Russell; *Manager, Editorial Services*, Simon Applebaum; *CV Reviews*, Robert DiMatteo; **Denver:** *Managing Editor*, Wayne H. Lasley; *Associate Managing Editor*, Frank Hogan; *Managing Editor, CableVision Plus*, Madeline Hardart; *Assistant Editor*, Constance Warren; **Washington, D.C.:** *Associate Editor*, Brooke Gladstone; *Reporter*, Brian Bremner; *Cable Statistical Editors*, Paula Catley, Shawn Cantrell; Mira Dabrowski, Maribeth Thelen; **Los Angeles:** *Bureau Chief*, Eric Taub; **PRODUCTION:** *Production Director*, Carol Rush; *Art Director*, Brad Hamilton; *Artists*, Nanette Campbell, Earl V. DeWald, Sheri Michaelson, Yashpal Singh, Shari Wajda; **ADVERTISING: Denver:** *Publisher*, Peter Evanow; *National Sales Manager*, Cathy Lynn Wilson; *Account Executives*, Donna Briggs, Lawrence P. Dameron III, Marcia Larson; *Classified Manager*, Suzanne Sparrow; *Customer Service*, Laura Kinkead; *Circulation Director*, James Stein; *Assistant Circulation Director*, Mona Veatch; *Traffic Manager*, Kathy Berlin; **OFFICES: Denver** 2500 Curtis Street, Denver, Colorado 80205 -or- P.O. Box 5727-TA, Denver, Colorado 80217, (303) 295-0900 **Washington Bureau** 1701 K Street, N.W., Suite 505, Washington, DC 20006, (202) 835-0900 **New York Bureau** 101 Park Avenue, Fourth Floor, New York, New York 10178, (212) 661-7410 **West Coast Bureau** 101 North Robertson Boulevard, Suite 206, Beverly Hills, California 90211, (213) 659-3965

© Titsch Communications, Inc. 1983. All rights reserved. *CableVision* (USPS 100-430) (ISSN 0361-5374) is published weekly except the week of January 2, 1984 by Titsch Communications Inc., 2500 Curtis Street, Suite 200, Denver, Colorado 80205 -or- P.O. Box 5727-TA, Denver, CO 80217-5727. November 14, 1983 Volume 9, Number 11. Subscription price: 1 year $64.00, 2 years $115.00, 3 years $154.00. Outside USA: 1 yr. $124, 2 yrs. $205, 3 yrs. $274. PREPAYMENT IN U.S. FUNDS ONLY. Second class postage paid at Denver, Colorado. POSTMASTER: Please send address changes to *CableVision*, P.O. Box 5727-TA, Denver, Colorado 80217-5727.

Member of the Business Publication Audit of Circulation ABP BPA

Atlantic Show proceedings

The 1983 Atlantic Show draws some 2,400 attendees from within and beyond the region; operators, suppliers generally give the show good marks. **Leading the week, pages 17-20.**

CTAM's 'Super Track Day'

Operators and programmers attending CTAM's Atlantic Super Track Day hear a call for better marketing and improved customer service to keep up with the industry's growth. **Leading the week, pages 17-20.**

Supporting carriage fees

Program service carriage fees appear to be winning increased support among operators, as evidenced from comments made during Atlantic Show proceedings. Few programmers had anything new to say, but there were a couple fresh entries into the field. **Leading the week, pages 17-20.**

PRISM bought out

Chuck Dolan's Cablevision Program Enterprises and Washington Post Co. buy PRISM, Philadelphia's established regional sports and entertainment service. **Leading the week, pages 17-20.**

First STV, MDS convention

STV and MDS operators heard calls for consolidation and exploitation of related business opportunities at their first joint convention, held in Los Angeles last week. **Leading the week, pages 17-20.**

Nashville Network evolving

The Nashville Network enters its eighth month of operation and continues to grow healthily despite turmoil occuring at Group W Satellite, its marketing arm. Well-renowned country music stars enter line-up and network expands programming and adds former *Dick Cavett Show* producer to its staff. **Page 26.**

MTV connects with retail

MTV and record retail community's relationship described as "symbiotic" by representatives from both groups. Tower Records begins installation of MTV in 33 U.S. stores and in Japan. **Page 34.**

Making points in the mall

Women In Cable's Arizona chapter elicited support from programmers and operators alike to stage shopping center exhibit that proved successful enough to spark plans for similar presentations elsewhere in the state. **Page 59.**

SSS initiating message service

SSS' message service, scheduled to launch in January, has not met with unequivocal support from the industry, as some programmers express skeptism over the service's viability. **Page 62.**

FCC mulling tiered rates

FCC expected to clarify the line distinguishing basic from specialized services this week as it considers a request for a "declaratory ruling" filed last February by Community Cable TV in Las Vegas, Nev. **Page 70.**

About the cover

The Weather Channel's "metlab." Pictured (in foreground) are Vince Miller, on-camera meteorologist, and Ken May, supervisor of forecasting. Photo courtesy of The Weather Channel. Story on page 38.

Beth Richardson, TWC's master control operator, checks program log before switching to live studio.

This week in PLUS

The weather, all the weather, and nothing but the weather. It's not the kind of cliffhanging stuff that suspenseful dramas are made of, but The Weather Channel doesn't care. It has a hefty share of decicated viewers who watch, not out of fascination with the subject, but because it's useful information. Now, the service is entering a new phase. Affiliate fees look like they will lead the channel to profitability. While earlier in the year, skies did not look too blue for the channel, the forecast now is much more promising... Cable reps have also come under much criticism and scrutiny lately, with the demise of Eastman CableRep. But, say those in the business that *Plus* spoke with, things are not so bleak for the industry as a whole. National business may not boom, and it may be a long haul, but those reps who are able to stick it out may find a fairly substantial business down the road. Pages 35-59.

Top 30 markets: cable operational status

This chart examines the status of cable television in the top 30 TV market cities. The cities and/or franchise areas listed are classified as to their franchise standing. Company names, homes passed (or homes in franchise area), number of basic subscribers and penetration rates are provided where applicable. For franchise areas not yet awarded, companies that have submitted proposals are listed.

City, state, rank	Status	Company name	Home passed (or to be passed)	Basic subs	Penetration
New York, N.Y. (1)					
Manhattan (North)	OP	Group W Cable	225,900	81,464	36%
Manhattan (South)	OP	Manhattan Cable (ATC)	376,250	176,700	47%
Brooklyn (Western)	FG	Warner Amex	200,000	—	—
Brooklyn (Eastern)	FG	Cablevision Systems	606,000	—	—
Staten Island	FG	Cox Cable	58,000	—	—
Staten Island (NE)	FG	Vision Cable	190,000	—	—
Areas of Queens	FG	ATC	265,000	—	—
Queens (Southern)	FG	Queens Inner City Cable	188,000	—	—
Queens (Northern)	FG	Warner Amex	300,000	—	—
Bronx	FG	Cablevision Systems	432,000	—	—
Los Angeles, Calif. (2)					
A Northridge	OP	Valley Cable TV (Cable America)	155,608	34,544	22%
B Glendale	OP	Sammons Communications	7,631	5,435	71%
C E. San Fernando	FG	United Cable	165,000	—	—
D Tujunga	OP	King Videocable	23,834	15,764	66%
E Topanga	OP	Telesystems Co.	92	89	97%
F					
G Santa Monica	OP	Group W Cable	168,986	84,283	50%
H					
I Culver City	OP	Communicom	295,649	27,691	9%
J Westchester	OP	Jack Barry Cable TV	16,667	5,220	31%
K South Central	FG	A.C.C.E.S.S.	180,000	—	—
L Boyle Heights	UC	Buenavision Cable TV	21,690	—	—
M Wilmington	UC	Colony Harbor Cable	37,800	—	—
N San Pedro	OP	Dimension San Pedro (Times Mirror)	16,418	4,230	26%
Chicago, Ill. (3)					
Area 1 (Loop, N. Shore)	FG	Cablevision Systems	273,000	—	—
Area 2 (N. Central)	FG	Group W	217,000	—	—
Area 3 (Northwest)	FG	Group W	193,000	—	—
Area 4 (South)	FG	Chicago Cable Communications (TCI/Cross Country)	222,000	—	—
Area 5 (Far South)	FG	Continental Cablevision	194,000	—	—
Philadelphia Pa. (4)					
Area 1 (South)[1]	FP	Greater Media; Independence Cable of Philadelphia	155,000	—	—
Area 2 (Southwest)	FP	Independence Cablevision; Wade Communications; Philadelphia Inner City Cable Systems	155,000	—	—
Area 3 (Northwest)	FP	Cox; Rollins; Comcast; Independence Cablevision	155,000	—	—
Area 4 (Northeast)	FP	Cablevision; Rollins; Comcast	155,000	—	—
San Francisco, Calif. (5)	OP	Viacom Cablevision	197,200	76,677	39%
Boston, Mass. (6)	OP	Cablevision of Boston	13,000	7,000	54%
Detroit, Mich. (7)	FG	Barden Cablevision	471,000	—	—
Washington, D.C. (8)	BP	—	—	—	—
Cleveland, Ohio (9)	BP	—	—	—	—
Dallas-Ft. Worth, Texas (10)					
Dallas	OP	Warner Amex Cable	225,000	70,900	32%
Fort Worth	OP	Sammons of Forth Worth	89,000	28,000	31%
Houston, Texas (11)					
Houston (West)	OP	QUBE Cable Houston (Warner Amex)	500,000	184,900	37%
Houston (East)	OP	Houston Community Cable (Storer)	92,897	30,673	33%
Pittsburgh, Pa. (12)	OP	Warner Cable Corp. of Pittsburgh	165,000	69,900	42%
Miami, Fla. (13)	OP	Miami Cablevision (TCI/Americable)	3,000	1,600	53%

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc.[1]	2,500,000	(9/83)
2	American Television and Communications Corp.	2,300,000	(9/83)
3	Group W Cable	1,917,000	
4	Cox Cable Communications Inc.	1,400,000	(9/83)
5	Warner Amex Cable Communications Corp.	1,350,000	
6	Storer Cable Communications	1,315,000	(9/83)
7	Times Mirror Cable TV Inc.	885,311	(9/83)
8	Newhouse Broadcasting	769,649	(9/83)
9	Viacom Cablevision	669,561	
10	Continental Cablevision	696,000	(8/83)
11	United Cable TV Corp.	601,000	(9/83)
12	Sammons Communications Inc.	566,929	
13	Rogers Cablesystems Inc.	467,073	(9/83)
14	TeleCable Corp.	375,295	(9/83)
15	Cablevision Systems Development	360,000	(9/83)
16	Heritage Communications	356,224	
17	Capital Cities Cable Inc.	335,800	(6/83)
18	UA Cablesystems Corp.	331,300	
19	Comcast Cable Communications	320,000	
20	General Electric Cablevision	318,000	
21	Jones Intercable Inc.	277,964	(11/83)
22	Tele-Media	260,000	(7/83)
23	Wometco Communications	256,390	
24	Daniels & Associates Inc.	238,000	
25	TCA Group	232,711	
26	Multimedia Cablevision Inc.[1]	225,120	(11/83)
27	Maclean Hunter Cable TV Ltd.	221,534	(9/83)
28	Centel Cable Television Co.	213,072	(9/83)
29	Century Communications Corp.	198,000	(6/83)
30	Service Electric Cable TV Inc.	189,500	(6/83)
31	Colony Communications Inc.	177,637	
32	Rollins Cable Vue Inc.	159,000	(11/83)
33	Prime Cable Corp.	150,062	(9/83)
34	Western Communications	145,548	
35	Cablentertainment Inc.	141,491	(7/83)
36	Tribune Cable Communications	141,065	(9/83)
37	McDonald Group	139,585	(6/83)
38	Cable Vision Industries	137,695	(9/83)
39	Cable America	133,697	(8/83)
40	Communications Service Inc.	120,371	(3/83)
41	Adams-Russell Telecommunications	118,696	
42	Harron Communications Corp.	115,699	(9/83)
43	Midwest Video Corp.	114,615	(12/81)
44	Sutton Capital Group[4]	106,235	(8/83)
45	Buckeye Cablevision	105,154	(9/83)
46	Midcontinent Cable Systems[5]	104,340	(8/83)
47	McCaw Communications	103,900	(11/83)
48	American Cablesystems Inc.	102,180	(6/83)
49	Adelphia Communications	99,634	
50	Communications Systems Inc.	95,486	
51	Falcon Communications	95,000	
52	Harris Cable Corp.	92,292	(9/83)
53	Armstrong Utilities	91,850	
54	Multi-Channel TV Cable Co.	84,000	(8/83)
55	Summit Communications	81,277	(11/83)
56	Televents Inc.	81,100	(8/83)
57	McClatchy Newspapers	78,234	(9/83)
58	Total TV Inc.	78,000	(11/83)
59	King Videocable Co.	77,388	
60	Greater Media	76,551	
61	US Cable Corp.	75,000	(6/83)
62	National Telecommunications Co.	73,755	(9/83)
63	Palmer Communications Inc.	73,400	(9/83)
64	Lenfest Group	73,249	(11/83)
65	The Essex Group	71,615	
66	Perry Cable TV Corp.	70,318	(8/83)
67	WEHCO Video Inc.	69,718	(8/83)
68	Booth Communications	69,500	(11/83)
69	Ultracom Inc.	66,211	(11/83)
70	Omega Communications	65,000	(6/83)
71	Acton Corp.	64,819	(9/83)
72	Sonic Cable TV	60,603	(7/83)
73	Consolidated Cable Systems	59,865	(9/83)
74	Wabash Cablevision	59,000	(11/83)
75	Pencor Services Inc.	58,052	(9/83)
76	Clear TV Cable Corp.	53,387	(7/83)
77	Marsh Media	53,149	(8/83)
78	The Daily Press	52,000	(11/83)
79	Omni Cable TV Corp.	49,457	(9/83)
80	Selkirk Communications	46,888	(9/83)
81	Susquehanna Broadcasting	45,565	(8/83)
82	Phoenix Communications	43,500	(8/83)
83	Helicon Corp.	42,600	
84	Communicom	41,000	(7/83)
85	Chambers Communications Corp.	40,000	
86	Simmons Communications	39,638	(11/83)
87	Darrey Cablevision	39,400	(9/83)
88	Joseph Gans	38,292	
89	Matrix Enterprises	37,928	(6/83)
90	United Video Management	37,500	(9/83)
91	Harte-Hanks Communications	36,831	(7/83)
92	Scripps Howard Cable Services	35,000	(9/83)
93	Combined Cable Corp.	34,732	(7/83)
94	National Cablesystems Inc.	34,200	(9/83)
95	Masada Corp.	32,781	(9/83)
96	MultiVision Group	31,645	(9/83)
97	Wisconsin Cablevision and Radio Co. Inc.	31,056	
98	Cable Holding Inc.	30,643	(9/83)
99	Southern Cablevision	30,000	(4/83)
100	United Broadcasting Co.	29,000	(8/83)

Note: Subscriber counts are as of 10/83 unless otherwise noted.
Number is an estimate.
Includes MetroVision, NewChannels, Vision Cable.
Includes Tar River Communications.
Includes owned and partially owned systems.
Includes systems owned and with controlling interest.
Source: ICR, Cable Information Service—a Titsch Communications division.

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, Calif.	Cox Cable	225,000	(7/83)
2	Woodbury (Long Island), N.Y.	Cablevision Systems	203,000	(8/83)
3	Houston, Texas	Warner Amex	184,900	(7/83)
4	Manhattan, N.Y.	ATC	181,575	
5	San Antonio, Texas	Rogers Cablesystems	166,341	
6	West Orange, N.J.	Maclean Hunter	152,667	
7	Wayne, N.J.	UA Cablesystems	124,300	(10/83)
8	Cincinnati area, Ohio	Warner Amex	110,500	(7/83)
9	Tulsa, Okla.	United Cable	109,272	
10	Audubon, N.J.	NYT Cable	107,511	(10/83)
11	Rochester, N.Y.	ATC	103,300	
12	Erie County, N.Y.	Prime Cable	102,664	(11/83)
13	San Jose, Calif.	Gill Industries	98,500	(8/83)
14	Baltimore County, Md.	Cultec Cablevision	97,967	(10/83)
15	Austin, Texas	ATC	94,740	
16	Honolulu, Hawaii	ATC	92,100	
17	Tidewater, Va.	Cox Cable	91,393	(12/82)
18	Seattle, Wash.	Group W Cable	91,200	(10/83)
19	Orlando, Fla.[1]	ATC	90,000	
20	Memphis, Tenn.	ATC	89,950	
21	Central Islip (Long Island), N.Y.	Viacom Cablevision	89,312	(10/83)
22	Jacksonville, Fla.	ATC	86,450	
23	Toledo, Ohio	Buckeye Cablevision	86,400	(11/83)
24	Manhattan, N.Y.	Group W Cable	85,000	(10/83)
25	Jefferson Parish/Kenner, La.	Cox Cable	82,962	(12/82)
26	Englewood, Colo.	United Cable	78,470	
27	Greater San Juan, Puerto Rico	Harris Cable	78,332	
28	San Francisco, Calif.	Viacom Cablevision	78,244	(10/83)
29	Grand Rapids, Mich.	General Electric	77,200	(10/83)
30	Wilmington, Del.	Rollins Cable	77,100	(11/83)
31	San Diego, Calif.	ATC	76,550	
32	Wichita, Kan.	Multimedia Cablevision	76,204	(11/83)
33	Dallas, Texas	Warner Amex	70,900	(7/83)
34	Pittsburgh, Pa.	Warner Amex	69,900	(7/83)
35	Richmond/Henrico County, Va.	Continental	69,430	
36	Flint, Mich.	Comcast	67,000	(10/83)
37	Seattle, Wash.	Viacom Cablevision	66,842	(10/83)
38	Baton Rouge, La.	Daniels & Associates	64,511	(11/83)
39	Melbourne, Fla.[1]	ATC	63,000	
40	Santa Monica, Calif.	Group W Cable	62,200	(10/83)
41	Omaha, Neb.	Cox Cable	62,095	(10/83)
42	Cleveland, Ohio	Viacom Cablevision	60,560	(10/83)
43	Charlotte, N.C.	ATC	60,500	
44	Columbus, Ohio	Warner Amex	60,200	(7/83)
45	Louisville, Ky.	Times Mirror	59,986	
46	Jefferson County, Ky.	Storer	59,728	
47	Dade/Broward Counties, Fla.	Storer	59,540	
48	Buffalo, N.Y.	Cablescope	59,126	(10/83)
49	Snohomish County, Wash.	Viacom Cablevision	59,124	(10/83)
50	Allentown, Pa.	Twin County Cable	58,500	(8/83)
51	New Orleans, La.	Cox Cable	58,462	
52	Boston, Mass.	Warner Amex	57,864	(7/83)
53	Phoenix, Ariz.	Times Mirror	57,801	
54	Akron, Ohio	Warner Amex	57,177	(7/83)
55	Suburban Tacoma, Wash.	Cable TV of Puget Sound	57,000	(8/83)
56	El Paso, Texas	Group W Cable	56,400	(10/83)
57	Kansas City, Mo.	ATC	55,225	
58	Santa Barbara, Calif.	Cox Cable	56,167	(12/82)
59	South Bend, Ind.	Heritage	56,094	(10/83)
60	Monterey, Calif.	Western Communications	56,067	(10/83)
61	St. Petersburg, Fla.	Group W Cable	55,900	(10/83)
62	Harrisburg, Pa.	Sammons	55,571	(10/83)
63	Pompano Beach, Fla.	American Video Corp.	55,565	(6/83)
64	Indianapolis, Ind.	Wabash Cablevision	55,000	(11/83)
65	Columbus, Ohio	Coaxial Communications	55,000	(10/83)
66	Sarasota, Fla.	Storer Cable	53,554	
67	Binghamton, N.Y.	NewChannels Corp.	53,145	(10/83)
68	Des Moines, Iowa	Heritage	52,089	(10/83)
69	New Britain, Conn.	United Cable	51,636	
70	Allentown, Pa.	Service Electric	51,000	(8/83)
71	Hartford, Conn.	Times Mirror	50,977	
72	Jackson, Miss.	ATC	50,875	
73	Canton, Ohio	Warner Amex	50,423	(7/83)
74	New Haven, Conn.	Storer	50,387	
75	Charleston, S.C.	Storer	50,077	
76	Bridgeport, Conn.	Cablevision Systems/Scripps	49,397	(10/83)
77	Port Arthur, Texas	Golden Triangle	49,320	(6/83)
78	San Diego County, Calif.	Times Mirror	49,002	
79	Shreveport, La.	ATC	48,950	
80	Reading, Pa.	ATC	48,850	
81	Westchester County, N.Y.	UA Cablesystems	48,200	(10/83)
82	Chattanooga, Tenn.	TeleScripps Cable	47,791	(6/83)
83	San Rafael/Marin County, Calif.	Viacom Cablevision	47,466	(10/83)
84	Peoria, Ill.	General Electric	47,300	(10/83)
85	Nashville, Tenn.	Viacom	47,050	(10/83)
86	Worcester, Mass.	Greater Media	46,608	(10/83)
87	Winston-Salem, N.C.	Summit Communications	45,707	(11/83)
88	Eugene, Ore.	Group W Cable	45,500	(10/83)
89	Fayetteville, N.C.	ATC	45,475	
90	Atlanta, Ga.	Cable America	45,304	
91	Birmingham, Ala.	ATC	45,250	
92	Hillsborough, Fla.	Group W	44,700	(10/83)
93	Albany, N.Y.	ATC	44,500	
94	Lincoln, Neb.	MetroVision	44,129	
95	Lansing, Mich.	Contental	43,852	(7/83)
96	Moline/Quint Cities, Ill.	Cox Cable	43,834	(12/82)
97	Bakersfield/Kern County, Calif.	Warner Amex	43,824	(7/83)
98	Oklahoma City, Okla.	Cox Cable	43,793	(12/82)
99	Brookhaven (Long Island), N.Y.	UA Cablesystems	43,600	(10/83)
100	Parma, Ohio	Cox	43,500	(8/83)

Subscriber counts are as of 9/83 unless otherwise noted.
Source: ICR, Cable Information Service—a Titsch Communications division.
Cable Statistical Editors: Paula Caffey, Shawn Cantrell, Mira Dobrowski, Maribeth Thelen.

Cable stats

City, state, rank	Status	Company name	Home passed (or to be passed)	Basic subs	Penetration
Seattle-Tacoma, Wash. (14)					
Seattle (North and Northwestern)	OP	Group W	194,000	87,618	45%
Seattle (Eastern)	OP	Viacom Cablevision	128,900	66,400	52%
Seattle (Central District)	OP	Seacom (KBLE)	NA	NA	NA
Seattle (Business District)	BP	—	—	—	—
Tacoma	OP	Group W	62,000	26,000	42%
Minneapolis-St. Paul., Minn. (15)					
Minneapolis	UC	Rogers Cablesystems	170,000	—	—
St. Paul	FG	Continental Cablevision	111,000	—	—
Atlanta, Ga. (16)	OP	Cable Atlanta (Cable America)	143,048	45,466	32%
St. Louis, Mo. (17)	FP	Archway Cablevision; St. Louis City Communications; STC Cablevision Partners (TCI)	178,000	—	—
Tampa-St. Petersburg, Fla. (18)					
Tampa	UC	Tampa Cable TV (Tribune)	113,000	—	—
St. Petersburg	OP	Group W	115,792	53,000	46%
Denver, Colo. (19)	OP	Mile [illegible] Cablevision (Daniels, ATC)	2,025	675	33%
Baltimore, Md. (20)	RP[2]	—	280,000	—	—
Sacramento-Stockton, Calif. (21)					
Sacramento	RP	—	325,000	—	—
Stockton	OP	Big Valley Cablevision (Continental)	85,169	40,234	47%
Indianapolis, Ind. (22)					
Indianapolis (Outer)	OP	Indianapolis Cablevision (Wabash)	119,560	50,000	47%
Indianapolis (Central)	OP	American Cablevision (ATC)	95,925	33,700	35%
Portland, Ore. (23)					
Portland (East)	OP	Cablesystems Pacific (Rogers)	98,854	34,097	35%
Portland (West)	OP	Liberty Cable TV (TCI)	101,000	36,944	37%
Portland (Northwest)	OP	Video Electronics	257	137	53%
Phoenix, Ariz. (24)					
Phoenix (Citywide)	OP	Americon Cable (Times Mirror)	153,809	55,797	36%
Phoenix (Citywide)	OP	Camelback Cablevision (Storer)	78,400	19,745	25%
Phoenix (Northwest)	OP	Western Cablevision (Masada Corp.)	11,000	5,000	45%
Hartford-New Haven, Conn. (25)					
Hartford	OP	Hartford Cable TV Inc. (Times Mirror)	105,800	50,200	47%
New Haven	OP	Storer Cable TV of Connecticut	84,037	50,554	60%
Cincinnati, Ohio (26)	OP	Warner Amex	340,000	110,500	32%
San Diego, Calif. (27)					
San Diego (North)	OP	Southwestern CATV (ATC)	128,450	74,850	58%
San Diego (South)	OP	Cox Cable	370,000	225,000	61%
Kansas City, Mo. (28)	OP	American Cablevision of Kansas City (ATC)	157,750	55,275	35%
Milwaukee, Wis. (29)	UC	Warner Amex	253,000	—	—
Nashville, Tenn. (30)	OP	Viacom Cablevision	110,777	45,152	40%

Legend
NA Not available.
BP Beginning process.
RP Request for proposals issued.
FP Franchise pending, proposals received.
FG Preliminary franchise award (no construction yet).
UC Under construction, non-operational system.
OP Operational system.
— Not applicable.

[1] Times Mirror currently operates a 37,000-home cable system with 13,900 subscribers in South Philadelphia.
[2] Mayor to issue new request for proposals.
Source: ICR, Cable Information Service—a Titsch Communications division.

- Albert Einstein reborn as CAB's pitchman
- FCC bars local regs on tiering, SMATV
- CableShop infomercial service rolls out
- DBS setback: Murdoch to wait on Skyband

C8920-2 11/22/83

CableVision™

The news and features weekly of the cable television industry

November 21, 1983

CV1FV20614GARJ82
SUSAN GARNER
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814
4823/1

DBS
Vying For Position

PLUS Ltel's Kwit: expecting to fly

CableVision November 21, 1983. Volume 9, Number 12

Between the lines/5
CableScope/9
Newswire/10
Update/13
Leading the week/17
Programming/23
Marketing/30
CableVision Plus/31
Business/55
Government & law/62
Technology/66
People/68
Classifieds/72
Advertisers' index/75
From Denver/76
Events/77
Cable stats/78
Parting words/82

Titsch Communications Inc.

Robert Titsch, President
Patrick Gushman, Vice President
Michael Borer, Chief Financial Officer
Joyce Hemmen, Director of Operations

CableVision

Peter Evanow, Publisher (Denver)
Jay Rubin, Editor (New York)

EDITORIAL:
New York Victor Livingston, News and Features Editor; Cecilia Capuzzi, Sally Russell, Associate Editors; Simon Applebaum, Manager, Editorial Services; Robert DiMatteo, Reviewer.
Denver Wayne H. Lasley, Managing Editor; Laura Shamas, Associate Managing Editor; Madeline Hardart, Managing Editor, CableVision Plus; Gary Kim, Associate Editor; Frank Hogan, Contributing Editor; Constance Warren, Assistant Editor.
Washington, D.C. Brooke Gladstone, Associate Editor; Brian Bremner, Reporter.
Los Angeles Eric Taub, Bureau Chief.

PRODUCTION:
Carol Rush, Production Director; Brad Hamilton, Art Director; Nanette Campbell, Earl V. DeWald, Sheri Michaelson, Yaspal Singh, Shari Wajda, Artists.

ADVERTISING:
Cathy Lynn Wilson, National Sales Manager; Donna Briggs, Marcia Larson, Account Executives; Suzanne Sparrow, Classified Sales Manager; Pam Berke, Marketing Coordinator. Customer Service; Beth Cooke, Circulation; Kathy Berlin, Traffic Manager.

OFFICES:
Denver 2500 Curtis St., Denver, Colo. 80205 -or- P.O. Box 5727-TA, Denver, Colo. 80217. (303) 295-0900.
New York 101 Park Ave., Suite 401, New York, N.Y. 10178. (212) 661-7410.
Los Angeles: 101 North Robertson Blvd., Suite 206, Beverly Hills, Calif. 90211. (213) 659-3965.
Washington 1701 K St., NW, Suite 505, Washington, D.C. 20006. (202) 835-0900.

© Titsch Communications, Inc., 1983. All rights reserved. *CableVision* (USPS 100-430) (ISSN 0361-8374) is published weekly, except the week of January 2, 1984, by Titsch Communications, Inc., 2500 Curtis Street, Suite 200, Denver, Colorado 80205 -or- P.O. Box 5727-TA, Denver, CO 80217-5727. November 21, 1983, Volume 9, Number 12. Subscription price: 1 year, $64.00; 2 years, $115.00; 3 years, $154.00. Outside USA: 1 yr.-$124; 2 yrs.-$205; 3 yrs.-$274. PREPAYMENT IN U.S. FUNDS ONLY. Second-class postage paid at Denver, Colorado. POSTMASTER: Please send address changes to *CableVision*, P.O. Box 5727-TA, Denver, Colorado, 80217-5727.

ABP BPA

CableShop General Manager Garth Hallberg

CableShop rollout

The CableShop, Adams-Russell's infomercial service, graduates from a Peabody, Mass., test to an 11-system rollout covering 250,000 households. Kraft, Merrill Lynch, Kodak and Scott Paper continue as participating clients; Johnson & Johnson, Levi Strauss and CBN Cable join up. **Leading the week, pages 17-20.**

CAB launches ad campaign

The identity of the "greatest media man who ever lived" may surprise many as the Cabletelevision Advertising Bureau launches its advertising campaign to Madison Avenue, with Albert Einstein as its official spokesman and translates his theory of relativity into the formula for effective cable. **Leading the week, pages 17-20.**

DBS postponement

Skyband postpones the start of its direct broadcast satellite service from next June until late 1985, when a new generation of higher-power satellites will be in orbit. **Leading the week, pages 17-20.**

CommuniCom defends turf

In a bid to extend its franchise, CommuniCom Cable told the Los Angeles City Council last week that customer complaints have dropped dramatically from their earlier very high levels. **Leading the week, pages 17-20.**

Fast talking local guys

Two brothers from New York are transforming their 2-year-old LO program into a slickly produced, hopefully ad-supported coast-to-coast venture. **Page 23.**

Showtime gets results

This year Showtime has launched five promotional campaigns in order to educate sales reps and add subscribers. The programs have already helped to upgrade Showtime's customer service department with surprising results. **Page 30.**

Cablevision's new offering

New York residents may now purchase home earth stations through Cablevision Industries' subsidiary Sky Channels. A wide range of component options and servicing agreements are part of their new package. **Page 55.**

Planning for more cash

United Cable has an aggressive plan involving limited partnerships that promises multi-million dollar revenues as soon as 1985. Nine additional systems are in the works that could net another $150 million, all financed through partnerships. **Page 55.**

Videotex's growing market

Larry Pfister, president of the Videotex Industry Association, predicts that the videotex industry has a bright future because of a link to home computers and changing perceptions of television. **Page 59.**

FCC bars local regs on SMATV

The commission rules against state and local government regulation of tiered cable services and SMATV. Both rulings are expected to reverberate painfully throughout the cable industry. **Page 62.**

Don't show me

A Missouri state representative has come up with an obscenity bill that would put violators in jail for a year or fine them $10,000. **Page 62.**

About the cover

As the day of DBS draws nearer, the many entrants prepare to fight it out for the lion's share of the market. Story on page 34. Cover illustration by Brent Veysey.

This week in PLUS

DBS enthusiasts see days of glory ahead—if not a chicken in every pot, then at least a dish on almost every roof. But are the DBS entrants being too optimistic? One industry observer describes the business as "a technology whose time has gone." And this is doubt even before the fact—the first DBS service has yet to launch. In an indepth look at the future of DBS, Eric Taub, *CableVision*'s Los Angeles bureau chief, looks at the potential of DBS—and at its potential pitfalls. . . USCI, to launch Nov. 15, will become the first company to make DBS a reality, albeit a medium-powered reality. In an interview with *Plus*, USCI's President Nathaniel Kwit expresses his confidence in the technology and in the market. When the DBS ranks thin out, Kwit expects that USCI's position as first out of the gate will leave it as one of the survivors. **Pages 31-54.**

Franchising calendar

This chart examines the franchise status of communities from March 1983.

Arizona
Apache Junction—consultant chosen; expect RFP issuance 12/83 (8,000 homes).

California
Chino—RFP issued; proposals due 12/14/83 (12,000 homes).
Claremont—proposals received from Group W and Cablevision of Claremont; awaiting report from consultant 12/83 (9,800 homes).
Commerce—negotiating with KTC Corp.; award expected 11/83 (3,000 homes).
Costa Mesa—proposals received from Group W and Copley Colony; preliminary award expected 11/17/83 (32,637 homes).
Duarte—consultants reviewing proposals from Cable TV West Inc. and KTS Corp. (7,100 homes).
East San Fernando Valley—award to United Cable 9/16/83. (166,000 homes).
East Yolo—RFP issued 10/11/83; proposals due 11/18/83 (10,000 homes).
Lomita—award to Colony Communications 9/6/83 (8,137 homes).
Los Altos—RFP issued; proposals due 12/12/83 (9,000 homes).
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes).
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes).
Palo Alto—proposals received from Century Federal, City Cable Partners, Pacific Telephone, Marsh Media/Public Service Cable and Cable Communications Co-Op of Palo Alto; awaiting consultants recommendation 12/83 (22,000 homes).
Pasadena—final award to Falcon 5/19/83.
Pico Rivera—proposals received from Public Service Cable/Marsh Media, California Cable Systems Inc. and United Cable Television of Los Angeles; award expected 1/84 (15,500 homes).
Placentia—only proposal submitted by Group W; award expected 11/83 (12,000 homes).
Sacramento—re-issuance of RFP; preliminary award expected by 11/30/83 (360,000 homes).
San Gabriel—Falcon Communications sole bidder; award expected 12/83 (11,600 homes).
South Monrovia—award to Falcon rescinded 8/83; beginning process (5,450 homes).
Sunnyvale—refranchising award to Sunnyvale Cable TV (TCI) expected by 2/84 (43,000 homes).
West Covina—award to Falcon Communications (28,000 homes).

Colorado
Larimer County—award to Cable Systems 8/22/83 (1,500 homes).
Loveland—award to Scripps Howard 9/26/83 (1,000 homes).

Connecticut
Windham, Lebanon, Scotland, et. al. (cable area 13)—award to Telemedia Company of NE Connecticut 7/21/83 (31,137 homes).

District of Columbia
District Council approval of RFP expected 11/15/83; RFP issuance 11/18/83 (254,000 homes).

Florida
Tierre Verde—award to Centel 8/9/83 (2,000 homes).

Illinois
Chicago—City Council awarded first negotiating rights for each area as follows: Area I to Cablevision Systems (300,000 homes); Area II to Group W (217,000 homes); Area III to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V to Continental Cablevision (188,000 homes); award expected by 1/84.
Countryside—preliminary award to Cablevision of Chicago; (2,200 homes).
Downer's Grove, Darien—negotiating with Continental Cablevision (6,430 homes).
Elmwood Park—RFP expected 11/83 (9,500 homes).
Glen Ellyn—award to Group W expected 11/83 (7,000 homes).
Harwood Heights—negotiating with MetroVision and Cablevision of Chicago; final award expected by 2/84 (2,000 homes).
Joy—award to Star Communications of Springfield 5/83 (220 homes).
Lisle—final award to Multimedia 5/24/83 (3,300 homes).
Naperville—award to Centel expected by 12/83 (17,500 homes).
St. Charles, Geneva—negotiating with Centel; award expected 12/83 (10,000 homes).
South Holland—award to Multimedia 3/15/83 (7,400 homes).
Villa Park—negotiating with Multimedia (7,100 homes).
Westmont (uninc. areas of DuPage County)—final award to Continental Cablevision 4/18/83 (10,000 homes).
Wheaton—negotiating with Centel; award expected by 12/83.
Winnetka—decision to have cable has been postponed.
Woodbridge—award expected 1/84 (260 homes).

Indiana
DeMotte—non-exclusive award to both Northwestern Indiana Cablevision and Telecom Services 7/12/83 (800 homes).
Indianapolis—City/County Council adopted ordinance allowing city to grant cable franchise to SMATV companies.

Iowa
Cambridge—award to Oak Cable Systems 3/83 (250 homes).
Clearfield—award to Afton Cablevision 9/20/83 (150 homes).
Colo—final award to Oak Cable systems on 3/7/83 (330 homes).
Diagnol—award to Afton Cablevision 8/30/83 (200 homes).
Kingsley—award to Satellite Communications 4/12/83 (400 homes).
Morning Sun—RFP being voted on 11/8/83 (450 homes).
Murray—award to Afton Cablevision 8/30/83 (280 homes).
Preston—final award to Preston Area Cablevision 6/13/83 (430 homes).

Kentucky
Calloway County—preliminary award to Galaxy Cablevision.
Danville—negotiating with RV Cablevision and Communications Systems; award expected 11/83 (12,800 homes).
Graves County—award to Galaxy Cablevision 3/20/83.
Fulton—only proposal received from TCI (2,400 homes).
Greenville, Central City and Muhlenburg County—negotiating with TCI; final award expected by 11/83 (13,000 homes).
Henderson County (including Baskett, Spottsville, Graham Hill and Zion)—final award to Webster Cable TV 5/16/83.
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes).

Maine
Harpewell—award to Video Vision 8/18/83 (2,800 homes).
Herman—award to Maine Cable Co. 8/17/83 (1,062 homes).

Maryland
Baltimore—city solicitor negated Cottec-Cox deal; mayor plans to re-issue RFP (302,000 homes).
Carroll County—award to Prestige Cable 10/14/83 (30,000 homes).
Easton—City Council approved municipal ownership 6/83; construction to start by 11/83 (3,600 homes).

Massachusetts
Acton—final award to Adams-Russell 6/14/83 (4,770 homes).
Ashland—award to Massachusetts Cablevision 7/5/83 (3,082 homes).
Belchertown—no responses to RFP.
Belmont—exploring municipal ownership of cable.
Berkley, Dighton, Freetown—RFP issued; proposals due 1/12/84.
Boxborough—RFP issued; proposals due 11/15/83 (3,100 homes).
Boylston—proposals received from Greater Worcester Cablevision and Boylston Municipal Light Co.; award expected 1/84 (1,200 homes).
Braintree—franchise awarded to Adams-Russell 4/83 (10,000 homes).
Cambridge—public referendum on municipal ownership 11/83 (43,000 homes).
Cohasset—award to American Cablesystems 3/16/83 (2,397 homes).
Dedham—preliminary award to Bay Cable TV.
East Bridgewater—preliminary award to Campbell Communications 4/83 (2,500 homes).
Easton—preliminary award to Continental Cablevision; final award expected by 11/83.
Groton—RFP issued; proposals due 1/17/84.
Hamilton and Wenham—proposals received from Continental Cablevision, Rollins and Prestige Cable TV; preliminary award expected 11/83 (2,300 homes).
Hanson—award to Continental Cablevision 3/22/82.
Hingham—award to American Cablesystems 7/14/83 (6,323 homes).
Holden—preliminary award to Greater Worcester Cablevision (4,000 homes).
Holliston—preliminary award to Massachusetts Cablevision Systems Inc. (3,922 homes).
Hopedale—award to Massachusetts Cablesystems Inc. 6/1/83 (1,200 homes).
Lancaster—final award to Wachusett Cablevision of Clinton, Mass. 6/15/83 (4,000 homes).
Lincoln—proposals received from Adams-Russell, New Communications Corp. and Tele-Communications Inc.; preliminary award expected 1/84 (1,700 homes).
Marblehead—restarting franchising process.
Marshfield—final award to Greater Southshore Cablevision 6/83 (10,000 homes).
Medfield—only proposal from Massachusetts Cablevision (3,400 homes).
Medway—final award to Massachusetts Cablevision Systems 4/83 (3,000 homes).
Mendon—re-starting franchise process (1,200 homes).
Middleborough—proposals from Middleborough Gas & Electric, Continental Cablevision and Campbell Cable Systems.
Nahant—only proposal from Warner Amex; no action until summer 1984 (1,433 homes).
Needham—final award to Continental Cablevision 5/5/83 (8,700 homes).
Norfolk—only proposal from Massachusetts Cable (1,800 homes).
Norwell—award to American Cablesystems 3/83 (2,760 homes).
Pembroke—award to Campbell Communications 10/83 (3,500 homes).
Pepperell—award to United Cablevision of Connecticut 10/11/83 (2,800 homes).
Plympton—only proposal submitted by Campbell Communications.
Rowley—award to Newburyport Cable TV 4/83 (1,300 homes).
Sandwich—RFP issued; proposals due 11/23/83.
Seekonk—proposals received from Prestige Cablevision, Massachusetts Cablevision Systems, Rollins, Inland Bay Cable, Cable TV of East Providence, Seekonk Cablevision and Seekonk Cable TV (6,000 homes).
Shrewsbury—final award to Shrewsbury Electric Light (8,500 homes).
Southborough—RFP issued; proposals due 1/19/83.
Sterling—proposals received from Wachusett Cablevision and Sterling Electric Light Co.
Stow—RFP issued; proposals due 10/18/83.
Sudbury—award to Adams-Russell 3/23/83 (4,200 homes).
Townsend—proposals received from Adams-Russell, Northeast Communications, United Cablevision, Pepperell Cable and Nashoba Communications; preliminary award expected 11/83 (2,306 homes).
Upton—only proposal received from Worster Cablevision Inc. (1,600 homes).
Walpole—preliminary award to Massachusetts Cablevision appealed by Adams-Russell (5,676 homes).
Waltham—award to Waltham Telecommunications (TCI) 5/17/83 (18,000 homes).
Wayland—proposals under review (3,500 homes).
Wellesley—awarded to Continental Cablevision of Boston 5/31/83 (8,000 homes).
West Bridgeport—award expected fall 1983; proposals received from Campbell Communications and Continental Cablevision (2,000 homes).
West Bridgewater—Continental Cablevision received recommendation (2,000 homes).
Westminster—negotiating with Adams-Russell (1,000 homes).
Weston—RFP issued; proposals due 1/12/84.
Westport—preliminary award to United Cablevision Funding appealed by Westport Cable Television (5,500 homes).

Michigan
Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes).
Clarkston—final award to Multi-Cablevision 3/29/83 (7,200 homes).
Dearborn Heights—final award to Continental Cablevision 4/12/83 (23,000 homes).
Detroit—award to Barden (471,000 homes).
Homer Township—RFP issued; proposals due 10/24/83.
Jerome Township—award to Whitney Cablevision.
Livonia—final award to Marquette Cablevision 11/82 (7,000 homes).
Monroe—City Council awarded franchise to Communication and CableVision Inc. to compete with existing franchised cable system, Monroe Cablevision.
Romeo—final award to Harron 6/83 (1,000 homes).
West Bloomfield, Keego Harbor, Orchard Lake, Sylva Lake—negotiating with Continental Cablevision (16,437 homes).
West Oakland County Cable Group—preliminary award to Greater Media; final award expected 11/9/83 (32,581 homes).
Westland—only proposal from Continental Cablevision (29,000 homes).

Minnesota
Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—Telephone and Data Systems is sole bidder; award expected 11/83 (12,664 homes).
Albertville, St. Michael—award to Carlos Padraja 10/83 (637 homes).
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (2,568 homes).
Atwater—award to Armco Communications 8/83 (463 homes).
Belle Plaine, Le Center, Le Suer, Lonsdale, Montgomery, New Prague—expect RFP to be issued 11/83 (5,227 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—RFP issued; proposals due 1/11/84.
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes).
Brooten—award to Armco Communications 8/83 (297 homes).
Burnsville, Eagan—final award to Group W 7/8/83. (12,849 homes).
Chanhassen, Carver County and Hennepin County—proposals received from CSI, Comwined Cable and Dowden Communications; award expected 11/83.
Clarkfield—award to DeSutter Cablevision 10/83 (475 homes).
Dear River—award to Deer River Tel. Co. 9/83 (373 homes).
Dodge Center—award to Dowden Communications 9/9/83 (700 homes).
Eagan—see Burnsville.
Eagle Bend—award to Parker's Prairie Tel. Co. 9/83 (517 homes).
Fisher—award to Ade Cable 7/83 (163 homes).
Foley—award to Westel Communications 10/83 (575 homes).
Forest Lake, Forest Lake Township., Columbus Township., Scandia Township.—proposals received from Combined Cable, Citation Cable and Dowden Communications; award expected 11/83 (5,619 homes).
Grand Marais—award to Cable-Tran 9/9/83.
Grove City—award to Armco Communications 8/83 (248 homes).

Cable stats

Hendrum—award to Ada Cable 8/83 (147 homes).
Heron Lake—award to B&R Electronics 10/83 (313 homes).
Janesville—final award to Dowden 7/8/83. (700 homes).
Lewiston—award to TeleCommunications 10/83 (475 homes).
Maple Plain—beginning process (481 homes).
Menahga—award to West Central Tel. Co. 8/83 (457 homes).
Minneapolis—Storer in north said to Rogers in south 8/83 (170,000 homes).
Minnetrista, Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—proposals received from Dowden, Communication Systems and Combined Cable; award expected 11/83 (11,682 homes).
Mound—award to Dowden 3/22/83 (3,600 homes).
New Richland—award to Westel Communications 10/83 (503 homes).
Northfield—negotiating with Nor Com Video; award expected 11/83 (4,416 homes).
North St. Paul, Birchwood, Dellwood, Gem Lake, Grant Township, Lake Elmo, Landfall, Mahtomedi, Maplewood, Oakdale, Pine Springs, Vadnais Heights, White Bear Lake, White Bear Twp., Willernie—final award to Group W 5/13/83 (33,568 homes).
Oakport Township—award to Spectrum Communications 10/83 (200 homes).
Oklee—award to Garden Valley Tel. Co. 10/83 (242 homes).
Parker's Prairie—award to Mid-West Tel. Co. 10/83 (400 homes).
St. James—award to Dowden 5/83 (1,820 homes).
St. Paul—negotiating with Continental; award expected by 11/83 (110,000 homes).
Savage—assessing needs for cable.
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes).
Trimont—award to Terril Tel. Co. 10/83 (351 homes).
Wabasso—award to Star Gazers 10/83 (301 homes).
Waconia—beginning process (1,024 homes).
Watertown—beginning process (700 homes).
Wayzata—preliminary award to Dowden Communications; final award expected 1/84 (1,800 homes).
West St. Paul—RFP re-issued; proposals due 12/12/83 (24,032 homes).
Windom—considering municipal ownership (1,600 homes).

Missouri
St. Louis—proposals from Archway Cablevision, St. Louis City Communications and STC Cablevision Partners; award expected 2/84 (178,000 homes).

Nebraska
Kearney—non-exclusive franchise awarded to Kearney Cablevision 4/83 (700 homes).

Nevada
Henderson and Clarke County—non-exclusive franchise awarded to Misco Cable TV 5/2/83.

New Hampshire
Atkinson—award to Harron Communications 5/25/83 (1,500 homes).
Hampstead—final award to Rockingham Cablevision (1,500 homes).
Manchester—no proposals submitted by deadline.
Newton—proposal deadline extended until 12/12/83.
Pelham—negotiating with Harron Communications; award expected by 11/83 (2,500 homes).
Sandown—RFP issued, no responses received (800 homes).
Windham—awarded to Harron Communications 5/83 (2,000 homes).
Wolfeboro—negotiating with Community TV; award eexpected by 12/83 (833 homes).

New Jersey
Jersey City—determining cable options.
Patterson—plans municipal ownership; seeking bids for construction 12/83 (55,000 homes).

New York
Beekman—Dutchess County Cablevision submitted only proposal (2,100 homes).
Cherry Valley—final award to Schoharie 4/83 (250 homes).
Honeoye—award to Honeoye Cable 4/5/83 (500 homes).
Mayville—negotiating with U.S. Cable (5,430 homes).
Mt. Upton—NewChannels has applied for non-exclusive franchise; award expected 1/84.
New York City—final awards for outer boroughs 6/30/83; Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable—Staten Island; Vision Cable—Northeastern Staten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens.
North Salem—negotiating with Community Cable Services; (1,100 homes).
Norwich—NewChannels withdrew application; exploring other alternatives (100 homes).
Portland—negotiating with Tribune Cable (150 homes).
Tully—award to NewChannels 8/29/83.
Union Vale—only proposal from Consolidated Communication (775 homes).

North Carolina
Burke County—award to Cable TV Support Services 4/5/83 (10,000 homes).
Edgecombe County—final award to Tar River Cable Television 4/5/83 (4,000 homes).
Glen Alpine—final award to CATV Support Services 5/12/83 (300 homes).
Harnett County—award to Univision Cable Systems 2/83.
Jackson—drafting RFP (400 homes).
Pamlico County—award to Kountry Kablevision 10/17/83 (4,000 homes).

Ohio
Avon—statements of interest being accepted until 11/22/83.
Batavia Township—award to So-Comm 9/20/83 (4,000 homes).
Bethel—award to Cable Management Group 9/19/83 (1,200 homes).
Brooklyn—municipal ownership under consideration (4,000 homes).
Cleveland—city still deliberating municipal versus private ownership.
Garfield Heights—award to Space Cable 9/23/83 (12,000 homes).
Lordstown—deliberating municipal versus private ownership.
Oberlin—proposals from Oberlin Cable Co-Op and Grafton Cable; awaiting consultants report (2,600 homes).
Quincy—final award granted to Cable Management Group 8/83 (250 homes).
Racine—final award to Telenational Communications 5/2/83.
Russell—award to Cablevision of Geauga 9/14/83 (1,500 homes).

Oregon
Amity—negotiating with Eagle Cable Systems Inc. (400 homes).
Canby—final award to Canby Cablevision 5/83 (2,500 homes).
Cottage Grove—negotiating with McCaw Communications; award expected 11/83 (2,500 homes).
Dunthorpe—negotiating with Liberty Communications (TCI) (507 homes).
East Multnomah County—final award to Rogers UA Cablesystems; 4/7/83 (80,000 homes).
Milwaukie—final award to Tribune Cable 5/3/83 (7,500 homes).
Sylvan—negotiating with Liberty Communications (TCI) (1,200 homes).

Pennsylvania
Franklin Township—preliminary award to Scatcom Cable; award expected 11/83.
Paradise Township—final award to Hanover Cable TV 7/5/83.
Philadelphia—city is divided into four areas with proposals submitted as follows: Area 1—Greater Philadelphia Cablevision and Independence Cable of Philadelphia; Area 2—Independence Cablevision, Wade Communications and Philadelphia Inner City Cablesystems; Area 3—Rollins Cablevision, Independence Cablevision, Cox Cable and Comcast Communications; Area 4—Rollins Cablevision, Comcast Communications and Cablevision Systems; awards expected 12/83 (each area has 155,000 homes).
S. Versailles Township—final award to Harron 4/83 (200 homes).

Rhode Island
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes).

Texas
Azle—proposals received from Teltran and Southern Cablevision Corp. (2,200 homes).
Joshua—franchise awarded to Alencom 4/83 (610 homes).
Plano—award to TeleCable 8/83 (30,000 homes).
Richardson—award to TeleCable 3/83 (23,082 homes).

Virginia
Berryville, Clarke County—proposal from Mid Atlantic Network under review; award expected by 11/83.
Dinwiddie County—award to Crater General Communications 11/2/83.
Fairfax City—award to Media General 6/14/83 (6,500 homes).
Hanover County—award to Continental Cablevision 5/25/83 (5,600 homes).
Loudon County—final award to Cable Communications 4/18/83 (11,500 homes).
Manassas—beginning feasibility study (5,510 homes).
Manassas Park—final award to Manassas Park Cablevision 6/83 (1,931 homes).
Suffolk—proposals received from First Carolina Communications, Hampton Roads Cablevision, Suffolk Cablevision and Suffolk Cable Communications; awaiting report from consultant 1/84 (16,697 homes).

Washington
Battle Ground—negotiating with Cox Cable Communications; award expected 1/84 (1,000 homes).
Granger, Toppenish, Wapato, Zillah—award to McCaw Communications 9/83 (5,300 homes).
Hartline—final award to Broadcast Services Inc. 3/83.
Lakebay—final award to Lakebay TV Cable 6/20/83 (500 homes).

Wisconsin
Hayward—RFP issued; proposals due 11/11/83.
Hudson—negotiating with Telephone & Data Systems; award expected 11/83
Hustisford—negotiating with Cable Communications Corp. (350 homes).
Iola—award to Dowden Communications 7/83 (385 homes).
Johnson Creek—award to Telenational of Milwaukee 9/83 (400 homes).
Kenosha—final award to Total TV 7/5/83 (29,500 homes).
Milwaukee—final award to Warner Amex 5/5/83 (253,000 homes).
New Glarus—RFP issued; proposals due 11/21/83 (675 homes).
Spring Green, Spring Green Township., Plain, Arena, Lone Rock—award to Kaul-Tronics Inc. 7/27/83 (400 homes).
Waterford—proposals received from Total TV, Ingersoll and Galyn Moen (600 homes).

Wyoming
Gillette—negotiating with Westel (7,500 homes).

Source: ICR, Cable Information Service—a Titsch Communications division.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan—2-OP; outer boroughs 8-FG.
2.	Los Angeles	City is divided into 14 areas (A-N); 10-OP, 2-UC, 2-FG.
3.	Chicago	City is divided into five areas; FP
4.	Philadelphia	City is divided into N,S,E,W-FP; additional area in S-OP
5.	San Francisco	OP (system to be upgraded)
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	BP
9.	Cleveland	BP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts (4-OP, 1-BP); Tacoma-OP
15.	Minneapolis/St. Paul	UC/FG
16.	Atlanta	OP
17.	St. Louis	FP
18.	Tampa/St. Petersburg	UC/OP
19.	Denver	OP
20.	Baltimore	FP
21.	Sacramento/Stockton	RP/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Three systems-OP
25.	Hartford/New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	Two systems-OP
28.	Kansas City	OP
29.	Milwaukee	UC
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/New Bedford	OP/OP
34.	Orlando/Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49.	Wilkes Barre/Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend
OP—operational.
UC—under construction.
FG—preliminary franchise award.
FP—franchise pending.
RP—request for proposal issued.
BP—beginning process.

Source: ICR, Cable Information Service—a Titsch Communications division.

Cable Statistical Editors: Paula Caffey, Shawn Cantrell, Mira Dabrowski, Maribeth Theien.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

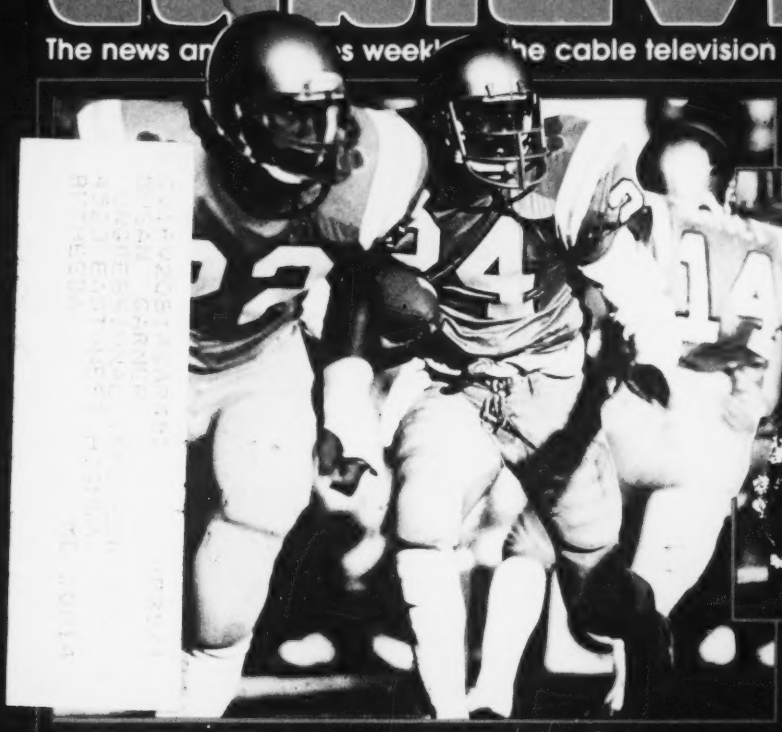
Cov. 1, p. 4, 62, 64.

- TAA study finds cable subs satisfied
- Year-old Playboy Channel turns up the heat
- Mixed opinions on FCC SMATV reg ruling
- Manhattan upgrade awaits borough builds

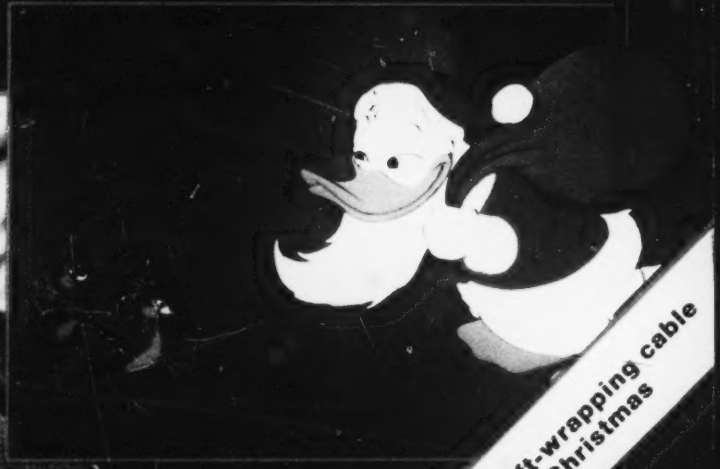
CableVision™

The news ar s week he cable television industry

November 28, 1983



Holiday Spirit



PLUS Gift-wrapping cable for Christmas

CableVision | November 28, 1983. Volume 9, Number 13

Between the lines/5
CableScope/11
Newswire/12
Update/16
Leading the week/18
Programming/26
CableVision Plus/27
Marketing/43
Business/44
Government & law/52
People/54
Classifieds/55
Advertisers' index/58
From New York/61
Cable stats/62
Parting words/66

Titsch Communications Inc.

Robert Titsch, President
Patrick Gushman, Vice President
Michael Borer, Chief Financial Officer
Joyce Hemmen, Director of Operations

CableVision

Peter Evanow, Publisher (Denver)
Jay Rubin, Editor (New York)

EDITORIAL:
New York Victor Livingston, News and Features Editor; Cecilia Capuzzi, Sally Russell, Associate Editors; Simon Applebaum, Manager, Editorial Services; Robert DiMatteo, Reviewer
Denver Wayne H. Lasley, Managing Editor; Laura Shamas, Associate Managing Editor; Madeline Hardart, Managing Editor, CableVision Plus; Gary Kim, Associate Editor; Frank Hogan, Contributing Editor; Constance Warren, Assistant Editor.
Washington, D.C. Brooke Gladstone, Associate Editor; Brian Bremner, Reporter.
Los Angeles Eric Taub, Bureau Chief.

PRODUCTION:
Carol Rush, Production Director; Brad Hamilton, Art Director; Nanette Campbell, Earl V. DeWald, Sheri Michaelson, Yaspal Singh, Shari Wajda, Artists.

ADVERTISING:
Cathy Lynn Wilson, National Sales Manager; Donna Briggs, Marcia Larson, Account Executives; Suzanne Sparrow, Classified Sales Manager; Pam Berke, Marketing Coordinator Customer Service; Beth Cooke, Circulation; Kathy Berlin, Traffic Manager; Peggy Katz, Traffic.

OFFICES:
Denver 2500 Curtis St., Denver, Colo. 80205 -or- P.O. Box 5727-TA, Denver, Colo. 80217. (303) 295-0900.
New York 101 Park Ave., Suite 401, New York, N.Y. 10178. (212) 661-7410.
Los Angeles: 101 North Robertson Blvd., Suite 206, Beverly Hills, Calif. 90211. (213) 659-3965.
Washington 1701 K St., NW, Suite 505, Washington, D.C. 20006. (202) 835-0900.

© Titsch Communications, Inc., 1983. All rights reserved. *CableVision* (USPS 100-430) (ISSN 0361-8374) is published weekly, except the week of January 2, 1984, by Titsch Communications, Inc., 2500 Curtis Street, Suite 200, Denver, Colorado 80205 -or- P.O. Box 5727-TA, Denver, CO 80217-5727. November 28, 1983. Volume 9, Number 13. Subscription price: 1 year, $64.00; 2 years, $115.00; 3 years, $154.00. Outside USA: 1 yr.-$124; 2 yrs.-$205; 3 yrs.-$274. PREPAYMENT IN U.S. FUNDS ONLY. Second-class postage paid at Denver, Colorado. POSTMASTER: Please send address changes to *CableVision*, P.O. Box 5727-TA, Denver, Colorado, 80217-5727.

ABP VBPA

TAA study revealed

Cable television subscribers have a more positive attitude about television than non-subscribers, but they are no more compelled to watch cable programming than network television programming, according to a recently released Television Audience Assessment study. **Leading the week, pages 18-24.**

Turning up the heat

The Playboy Channel, entering its second year, turns up the heat with more explicit sexual programming. Channel President Paul Klein says it fits into the service's format as a "prelude to sex." **Leading the week, pages 18-24.**

Oak, AM Cable suffer losses

Oak Industries and AM Cable TV Industries, two big industry players, rack up continued losses during the latest quarter. Both look to next year, and the introduction of new products, to turn their declining fortunes around. **Leading the week, pages 18-24.**

Galaxy gains momentum

The Disney Channel acquisition of two transponders on Galaxy I is another sign that the Hughes bird is becoming a major force in cable satellite communications. **Leading the week, pages 18-24.**

Boxing boost

The Nov. 10 Hagler/Duran bout was the best performing sports event in the history of cable pay-per-view. **Leading the week, pages 18-24.**

Nuggets score with new deal

The Denver Nuggets basketball team announced a joint venture with Denver area operators involving cable coverage of home games. **Page 26.**

Pub Mark expands guide

Premium Channels now offering large-format editions that resemble Sunday newspaper magazine supplements, in order to upgrade cable's image. **Page 43.**

'ESPN Pro Shop'

Teaming up with Comp-U-Card, ESPN is offering viewers a new shop-at-home service with many benefits. **Page 43.**

NYC: No rush in Manhattan

Manhattan Cable and Group W upgrade discussions won't begin until after construction of the outer boroughs, according to New York's franchise director at Women In Cable New York's monthly meeting. **Page 44.**

Copyright controversy

In a Senate hearing, international royalties payable on cable retransmissions of U.S. programming sparked heated discussions last week. **Page 52.**

SMATV wins first round

The FCC's recent ruling barring local governments from regulating SMATV operations evokes mixed responses from industry figures. **Page 52.**

About the cover

Programming for the holidays (clockwise from top left): ESPN will include live coverage of both the Holiday Bowl and the Aloha Bowl. Pictured is Danny Andrews of UCLA. HBO will premiere its *Freddie the Freeloader's Christmas Dinner*, starring and developed from a story by Red Skelton. The Disney Channel will show an animation festival, *A Disney Channel Christmas*, hosted by Jiminy Cricket and with appearances by many of the Disney characters. Showtime's main Christmas production is its Broadway on Showtime adaptation of *Treasure Island*.

Among WTBS' holiday offerings is 'It's a Wonderful Life.'

This week in PLUS

When the holidays come around this year, cable services will be filled with seasonal programming. And not all of it is borrowed from broadcast. Most services are generating their own Christmas identity in addition to cablecasting some of the season's classic films and specials. . . The holiday season traditionally is a difficult time to market cable, but operators are finding that once they catch the public's attention it's worth the effort. People are usually preoccupied with buying gifts and with family activities during the holidays and it's difficult to gain their attention. Too, it's a time when extra expenses—like a cable subscription—seem especially burdensome. But once operators can get past these barriers, they'll find that it's to their advantage to get subscribers to think cable when they're thinking Christmas. Many MSOs give free hookups through Toys for Tots campaigns. Others give free weekends of pay services. Some simply send cards. But most are trying to include cable in the holiday spirit in some way. **Pages 27-42.**

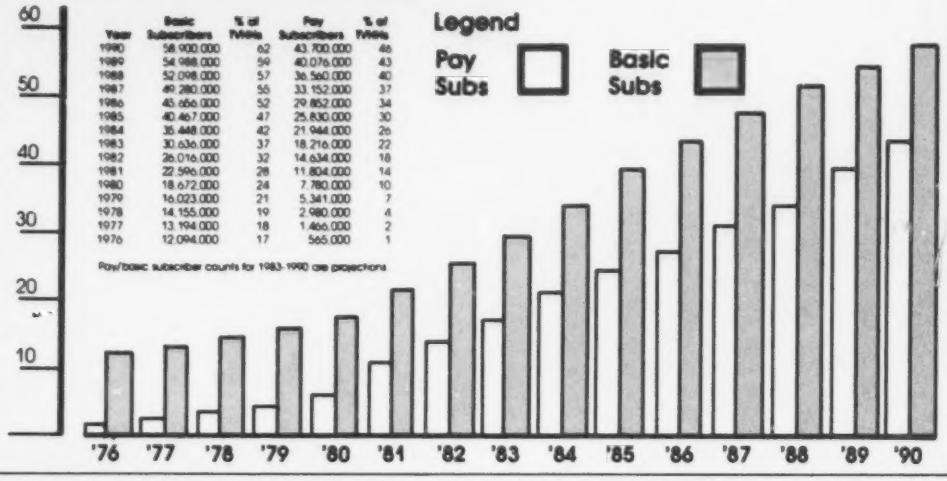
Cable stats

Pay/basic cable growth

Source: ICR, Cable Information Service—a Titsch Communications division.

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	56	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1983-1990 are projections



Cable barometer

Television households (TVHH) 83,300,000
Homes passed by cable (HP) . 52,333,336
Percent of TVHH passed by cable 62.7%
Basic cable subscribers . 29,060,756
Percent of TVHH with basic cable 34.5%
Pay cable subs 17,308,666
Percent of TVHH with pay cable 20.5%
Percent of HP with pay cable 33.1%
Percent of basic subs with pay cable .. 59.6%

Figures are as of Aug. 31, 1983.
The percent of TVHH with basic cable as of 5/31/83 should have read 34.4%.

Satellite lineup

Satcom III-R (RCA Americom)

	Transponder
ACSN—The Learning Channel	16
AP News Cable	6
ARTS (Hearst/ABC)	1
Bonneville's Easy Listening (audio)*	3
C-SPAN	19
Cable Health Network	17
Cable Jazz Network (audio service)	18
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Daytime (Hearst/ABC)	22
Dow Jones Cable News (text)	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	6
Lifestyle (United Video/audio service)	3
Love Sounds (audio service)	8
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nice and Easy (audio service)	8
Nickelodeon	1
PTL	2
Quotrader (text)*	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Spotlight	4
Showtime (East)	12
(West)	10
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)

	Transponder
Biznet (Viacom)	15
Bravo (ESPN)	2
Financial News Network (CBS)	2
Home Sports Entertainment-Dallas	4
Home Sports Entertainment-Houston	11
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	12
QUBE (Warner Amex)	11
SCAN	3
SPN	3
Time Teletext (HBO/text)	18
Trinity	17

Satcom V—Launched 4th quarter 1982; no cable.
Satcom I-R—Launched April 7, 1983; no national programming services.
Satcom II-R—Launched Sept. 8, 1983; no cable.

Westar IV (Western Union)

	Transponder
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1X, 2X, 7X
SIN	3X
Wold Communications	6D, 9X, 10D

Westar V (Western Union)

	Transponder
The American Network	10X
AmSat/DCM	7D
ARTS (Hearst/ABC)	12D
BET	12X
Cable News Network	4X
CNN Headline News	6D
Daytime (Hearst/ABC)	12D
The Disney Channel (Wold Communications)	5X, 6X
Dow Jones	2X, 3X
Financial News Network	1D
Group W Satellite Corp.	7X, 8X, 11D, 12D
Madison Square Garden (Hughes TV Network)	8D
Nashville Network (Group W)	
SelecTV (Wold Communications)	
Spotlight (West)	11D
WOR-TV (Robert Wold Co.)	2D

Comstar D-4 (AT&T/GTE)

	Transponder
Country Music Television	9H
ESPN	7V
ON TV	4V, 5V

Galaxy I (Hughes Communications)

	Transponder
C-SPAN	Unassigned
The Disney Channel (not in use)	4,24
GalaVision (SIN)	20
Group W Broadcasting and Cable	2,8,12,22
HBO	1,3,17,19,21,23
SIN	6
Times Mirror	5,10
Turner Broadcasting	7,18
Viacom	14,16

Galaxy II—Launched Sept. 22, 1983; 1983; no cable.
Galaxy III—Projected launch June 1984, 24 transponders, 4/6 GHz.

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitalink (1/2), Southern Pacific Communications Co. (3½).
Spacenet II—Projected launch August 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz.
Spacenet III—Presently being built.

Note: A company name in parentheses following a service or network designates the transponder owner.
*Temporarily lost transponder space.
Source: ICR, Cable Information Service—a Titsch Communications division.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cov. 1, p. 4, 62, 65-66,

68-69, 134, 136.